



## Register now for Local Food Business Planning Seminar

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**Media Contact: Ann Marie Ames**  
**608-224-5041** [annmarie.ames@wi.gov](mailto:annmarie.ames@wi.gov)  
**Jim Dick, Communications Director**  
**608-224-5020** [jim.dick@wi.gov](mailto:jim.dick@wi.gov)

MADISON – If you want to start, grow or improve your farm or other local food business, make plans now to attend the first in the 2014-2015 Local Food Business Seminar Series – Business Planning. Carl Rainey, economic development consultant with the Wisconsin Department of Agriculture, Trade and Consumer Protection, (DATCP) will share his knowledge of business planning methods and will offer hands-on planning exercises. Rainey will travel to four sites around the state from Monday, Oct. 20, to Thursday, Oct. 23, to deliver the seminars.

In addition to Rainey's program, each site also will host a panel of regional experts who will address the "do's and do not's" of starting a local food business or farm. Participants will complete a self-assessment to gauge where their focus would be most valuable as they move through the planning stages. They will learn about the Lean Business Concept, a model designed to teach entrepreneurs how to drive a startup or new product launch by thinking big, but starting small. They also will learn about the Lean Canvas Method, which can help business owners identify target customers, anticipate specific customer problems and focus on their unique marketing positions. Participants who have business plans should bring them for some of the exercises.

Each seminar will take place from 9 a.m. to 3 p.m. Check-in starts at 8:45 a.m. Lunch is included in the cost of the seminar.

For locations, a complete agenda or to register, go to [http://datcp.wi.gov/Business/Buy\\_Local\\_Buy\\_Wisconsin/BLBW\\_Workshops](http://datcp.wi.gov/Business/Buy_Local_Buy_Wisconsin/BLBW_Workshops).

The seminars will be in Waukesha on Oct. 20, Stevens Point on Oct. 21, Gays Mills on Oct. 22 and Madison on Oct. 23. The Madison seminar will be available online as a free webinar.

To request a link for the webinar, or if you have other questions, contact Kietra Olson at (608) 224-5112 or [Kietra.olson@wisconsin.gov](mailto:Kietra.olson@wisconsin.gov).

DATCP and a number of partner organizations plan the annual Local Business Seminar Series. This year, the series includes seven programs scheduled between October and March. Each seminar in the series will take place in Waukesha, Stevens Point, Gays Mills and Madison. The next in the series is Legal/Business Structures from Nov. 3 to Nov. 6. For a complete list, go to [http://datcp.wi.gov/Business/Buy\\_Local\\_Buy\\_Wisconsin/BLBW\\_Workshops](http://datcp.wi.gov/Business/Buy_Local_Buy_Wisconsin/BLBW_Workshops).

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